

ORDER

**KSNV**

Orders
Order / Rev: 108210
Alt Order #: 06867200
Product Desc: RESTORE OUR FUTURE
Estimate: 661
Flight Dates: 10/30/12 - 11/06/12
Original Date / Rev: 10/24/12 / 10/24/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: Mentzer Media Services, Inc.
Buying Contact:
Billing Contact:
 600 Fairmont Ave.
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Restore Our Future
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	42	\$116,600.00	\$99,110.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	42	\$116,600.00	\$99,110.00	0.00
Totals	42	\$116,600.00	\$99,110.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	33%	\$116,600.00
Market	100%	\$353,333.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$106,000.00
KLVB	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$60,066.67
KTUD	1%	\$3,533.33
KVVU	15%	\$53,000.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$14,133.33

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/30/12	11/02/12	M-F 6-7a WakeUp w/Wagners	M	6-7a	- TWTF - -	:30	4	\$2,000.00	1	0.00	NM	4	\$8,000.00
WAKE UP 1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	- TWTF - -			4		\$2,000.00		0.00				

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E 1	KSNV	10/30/12	11/02/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	- TWTF - -	:30	4	\$2,000.00	1	0.00	NM	4	\$8,000.00
WAKE UP 1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$2,000.00		0.00						
E 2	KSNV	10/30/12	11/01/12	Today Show Today Show	CM	658a-9am	- TWT - - -	:30	3	\$3,800.00	1	0.00	NM	3	\$11,400.00
TODAY SHOW 1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWT - - -	3		\$3,800.00		0.00						
E 3	KSNV	10/30/12	11/02/12	Noon News Noon News	CM	12-1230pm	- TWTF - -	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
NEWS 3 AT NOON 1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$1,000.00		0.00						
E 4	KSNV	10/30/12	11/02/12	M-F Early News M-F Early News	CM	5-630p	- TWTF - -	:30	4	\$3,600.00	1	0.00	NM	4	\$14,400.00
EARLY NEWS AT 5 1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$3,600.00		0.00						
E 5	KSNV	10/30/12	11/02/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	- TWTF - -	:30	8	\$3,400.00	1	0.00	NM	8	\$27,200.00
JEOPARDY/WHEEL 2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	8		\$3,400.00		0.00						
E 6	KSNV	10/30/12	11/02/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	- TWTF - -	:30	4	\$2,800.00	1	0.00	NM	4	\$11,200.00
NITESIDE 1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- TWTF - -	4		\$2,800.00		0.00						
E 7	KSNV	11/03/12	11/03/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	- - - - - S -	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NEWS 3 SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S -	1		\$1,000.00		0.00						
E 8	KSNV	11/03/12	11/03/12	Saturday Today Saturday Today	CM	7a-9am	- - - - - S -	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S -	1		\$2,000.00		0.00						
E 9	KSNV	11/03/12	11/03/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	- - - - - S -	:30	1	\$1,350.00	1	0.00	NM	1	\$1,350.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S -	1		\$1,350.00		0.00						
E 10	KSNV	11/03/12	11/03/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	- - - - - S -	:30	1	\$1,050.00	1	0.00	NM	1	\$1,050.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S -	1		\$1,050.00		0.00						
E 11	KSNV	11/03/12	11/03/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	- - - - - S -	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
NWS 3 NITESIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S -	1		\$2,800.00		0.00						
E 12	KSNV	11/04/12	11/04/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	- - - - - S	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
NWS SUNRS WKDN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	- - - - - S	1		\$1,000.00		0.00						
E 13	KSNV	11/04/12	11/04/12		CM	7a-8am	- - - - - S	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sunday Today											
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	11/04/12	-----S	1		\$4,000.00		0.00						
E 14	KSNV	11/04/12	11/04/12	Sa-Su News 3 at ElevenCM		11pm-1135pm	-----S	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
				Sa-Su News 3 at Eleven											
				NWS 3 NITESIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		11/04/12	11/04/12	-----S	1		\$2,800.00		0.00						
E 15	KSNV	11/05/12	11/05/12	M-F 6-7a WakeUp w/WagM		6-7a	M-----	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
				M-F 6-7a WakeUp w/Wagners											
				WAKE UP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/11/12	11/11/12	M-----	1		\$2,000.00		0.00						
E 16	KSNV	11/05/12	11/05/12	Today Show	CM	658a-9am	M-----	:30	1	\$3,800.00	1	0.00	NM	1	\$3,800.00
				Today Show											
				TODAY SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/11/12	11/11/12	M-----	1		\$3,800.00		0.00						
E 17	KSNV	11/05/12	11/05/12	Noon News	CM	12-1230pm	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				Noon News											
				NWS 3 @NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/11/12	11/11/12	M-----	1		\$1,000.00		0.00						
E 18	KSNV	11/05/12	11/05/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	2	\$3,400.00	1	0.00	NM	2	\$6,800.00
				M-F Jeopardy/Wheel of Fortune											
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/11/12	11/11/12	M-----	2		\$3,400.00		0.00						
E 19	KSNV	11/05/12	11/05/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$2,800.00	1	0.00	NM	1	\$2,800.00
				M-F News 3 at Eleven											
				NWS 3 NITESIDE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/11/12	11/11/12	M-----	1		\$2,800.00		0.00						
E 20	KSNV	11/05/12	11/05/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$8,000.00	1	0.00	NM	1	\$8,000.00
				Monday Prime 8-10pm											
				VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 11/05/12		11/11/12	11/11/12	M-----	1		\$8,000.00		0.00						
													Totals	42	\$116,600.00